

# Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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|

APRIL 2018

# Sustainable Vegas

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# The Spotlight on YOU

MARY BETH SEWALD  
PRESIDENT & CEO



One of my focuses, as President & CEO of your Metro Chamber, is to ensure we're putting the spotlight on the big ideas and bold thinkers who encompass our membership. I'm thrilled to announce that later this month, we will be premiering an all-new "Like Nobody's Business" – with more content, more distribution channels, and more ways for you to engage. Be on the lookout for the first episode on Cox Yur-LV channel 96 and be sure to tune in.

Our signature events and programming also continue to be a great way for you to engage within our vibrant business community. This month is no exception. The popular Neighborhood Mingle series returns, where you can build relationships with fellow members who live and work near you. We are also hard at work planning a brand-new event concept for you: the Pop-Up Business Showcase. This boutique expo, networking mixer, and education series gives you, as a member, the opportunity to boost your brand in an easy and cost efficient (and time efficient!) way, meet new contacts, and learn from subject matter experts on topics important to small businesses. We hope to see you on Wednesday, May 23, from 3:00 – 7:00 p.m. right here at the Boman Pavilion of The Smith Center for the Performing Arts.

And speaking of spotlights...beginning this month, you'll be seeing several spots on our social media channels, on television (courtesy of our partnership with the Nevada Broadcasters Association), radio, and via email that highlight our members, programming, and ways to engage with the Chamber and the work we do for you every day. If you would like to be included as a testimonial for the Chamber, please reach out to Greta Seidman, [gseidman@lvchamber.com](mailto:gseidman@lvchamber.com).

You will also start seeing more member-driven content on the Chamber's communications and marketing channels – and we want to hear from you!

On social media, you can engage with us through #MemberMondays, when we spotlight our members and the great work they do in the community, as well as #TestimonialTuesdays and #ThrowbackThursdays, and we encourage you to join the conversation. Just be sure to tag us using @lvchamber!

Likewise, if you have any ideas for blogs, articles, or other expertise you'd like to share, please reach out to us at any time. We have dedicated space in the *Business Voice* and on the Chamber's blog at [LVChamber.com](http://LVChamber.com), and we want to promote your expertise and the best practices you can impart to your fellow members.

The Chamber is here to help provide you with the avenues to promote your business and its expertise, and maximize opportunities for your brand. If you have any ideas or suggestions, please be sure to reach out at any time. You can reach me at [mbsewald@lvchamber.com](mailto:mbsewald@lvchamber.com).

"The Chamber is here to help provide you with the avenues to promote your business and its expertise, and maximize opportunities for your brand."





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President & CEO

Las Vegas Metro Chamber of Commerce

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#### EDITORIAL POLICY:

The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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# Chamber News



## Congresswoman **Jacky Rosen** to Headline April Eggs & Issues

Don't miss your opportunity to hear from U.S. Congresswoman Jacky Rosen (NV-3) during Eggs & Issues on April 5. Eggs & Issues is an information-packed, interactive series that gives our business leaders insight on what they need to stay informed about issues on a federal level. Congresswoman Jacky Rosen will discuss current economic and business issues and how they impact the Southern Nevada business community. President's Club members are invited to a meet & greet with Congresswoman Rosen immediately following the breakfast. Eggs & Issues will be held Thursday, April 5, at The Smith Center for the Performing Arts, from 8:00 – 9:30 a.m. Tickets are \$40 for members, \$55 for non-members, and \$400 for a table of ten. For more information on Eggs & Issues and to register for the event, visit [LVChamber.com](http://LVChamber.com).

## Reserve Today!

The Metro Chamber is excited to launch its new Pop-Up Business Showcase. The Pop-Up Business Showcase is a brand-new event series focused on small business connections, value, and resources. The event includes a panel on small business finance, as well as a networking component and an exclusive table-top expo that enables more brand recognition and gives attendees the chance to foster and grow business relationships in a one-on-one environment. The first Pop-Up Business Showcase will be held Wednesday, May 23, from 3:00 – 7:00 p.m., at The Smith Center for the Performing Arts – Boman Pavilion. Booths for the table-top expo are now available, but limited, so early registration is highly recommended. For more information, including booth and ticket information, visit [LVChamber.com](http://LVChamber.com).

## POP-UP **BUSINESS SHOWCASE**

## **Sallie Doebler** Named Vice President, Corporate Partnerships

Sallie Doebler was named the Metro Chamber's Vice President, Corporate Partnerships. In this new role, Doebler will work with high-level investors to help them maximize their partnerships with the Metro Chamber, create opportunities for them to

align their brands with the Chamber's mission, and promote economic development and the community. "Appointing Sallie to this new role is the first step in expanding and maximizing our ability to serve our members through customization. Our new consultative approach will allow the Metro Chamber to be even more nimble and responsive to catering to individual members, and is a great opportunity to create new partnerships and synergies between large, medium, and small businesses to help them grow and succeed," said Chamber President and CEO Mary Beth Sewald. Doebler can be reached at [sdoebler@lvchamber.com](mailto:sdoebler@lvchamber.com).





## Focus Las Vegas Delves Into Las Vegas As A Sports Town

With the addition of professional sports to Las Vegas, what will our city look like in a decade? How will the growth of professional sports impact our city's infrastructure, tourism, and businesses? What opportunities and challenges will professional sports bring to our community that our leaders need to know? Find out at the next session of Focus Las Vegas, where industry experts will dive into the benefits of Las Vegas becoming a sports town. Focus Las Vegas, a program of the Leadership Foundation of Greater Las Vegas, is \$25 per person to attend. For more information or to register, visit [LVChamber.com](http://LVChamber.com).

A background image of a busy trade show or conference with many people walking through aisles lined with various booths and displays.

**GET YOUR BRAND IN FRONT OF CLIENTS, CUSTOMERS, AND THE BUSINESS COMMUNITY!**



Sponsoring a Metro Chamber program or event gives your business opportunities to be seen by the Southern Nevada business community. Metro Chamber program sponsorships fit a variety of business sizes, industries, and budgets.

For more information on a sponsorship package, contact Shelly Harris at **702.586.3859** or **[sharris@lvchamber.com](mailto:sharris@lvchamber.com)** today.

[LVChamber.com](http://LVChamber.com)

# News You Need



## ISM-Nevada's Supplier Opportunity Fair to Take Place April 18

An opportunity for local businesses to connect with purchasing representatives, the ISM-Nevada Supplier Opportunity Fair will be Wednesday, April 18, from 9:00 a.m. – 1:00 p.m., at the Pearson Community Center, located at 1625 W. Carey Ave. in North Las Vegas. This “reverse trade fair” gives businesses the opportunity to meet with more than 100 purchasing personnel from 35 companies and government agencies throughout Nevada. Attendees will have the opportunity to learn how to do business with various procurement offices, meet and exchange ideas with agency representatives, discover upcoming bid opportunities, find cost saving ideas, and network with one another. For more information, visit [ismnv.org](http://ismnv.org).

### North Las Vegas Citizen Participation Plan Now Available

The City of North Las Vegas, in an effort to ensure citizen involvement in planning, implementation, and evaluation of its housing and community development programs, including the Community Development Block Grant and Emergency Solutions Grant programs, has released the Citizen Participation Plan. The purpose of the plan is to help people and families regain stability in permanent housing and improve the community by growing economic opportunities for low- and moderate-income residents. For more information or to read the plan, visit [cityofnorthlasvegas.com](http://cityofnorthlasvegas.com).

### City of Henderson Unveils ‘Smart City’ Strategy

The City of Henderson has developed a Smart City strategy to provide a vision for, investment in, and implementation of a citywide smart city initiative through 2020. “From smart students to smart cities, Henderson has embarked on an ambitious plan to harness technology and data to improve everything from transportation infrastructure to public safety and city services,” said Mayor Debra March. Investments have already been made in smart city-related technologies linked to traffic management, facilities, and emergency response, with more to come in regards to education, connectivity, and bridging the digital divide. This strategy aligns with goals identified in the Henderson Strong Comprehensive Plan. For more information, visit [cityofhenderson.com](http://cityofhenderson.com).

### City of Las Vegas Releases Community Survey

The City of Las Vegas has released the results of its 2017 Las Vegas Community Survey, conducted by the ETC Institute. The survey measured satisfaction with city services, perceptions of the city, and overall ratings of the city, among other things. 70 percent of respondents gave a positive rating for Las Vegas as a place to retire, with 67 percent giving positive ratings for Las Vegas as a place to work, and 64 percent as a good place to have a business. Other metrics, including maintenance services, communication, development and beautification, and transportation, were also measured. To read the executive summary or the entire survey, visit [lasvegasnevada.gov](http://lasvegasnevada.gov).



# For Your Benefit

## Apply Today for **Leadership Las Vegas & Leadership Advance,** Classes of 2019

Applications are now open for Leadership Las Vegas and Leadership Advance, Classes of 2019. Leadership Las Vegas is the premier executive development program in Southern Nevada with more than 1,300 alumni. This program gives participants an opportunity to learn about the inner workings of the Las Vegas Valley and enhance their leadership skills, while joining a network of committed, like-minded leaders. Leadership Advance is tailored specifically to emerging leaders and those searching to enhance their leadership skills by providing hands-on leadership skills training. Applications for Leadership Las Vegas are due May 17, while applications for Leadership Advance are due May 31. No late applications will be accepted. For more information on Leadership Las Vegas or Leadership Advance, including the application process, tuition, and class dates, visit [leadership.vegas](http://leadership.vegas) or call 702.641.5822.



*It matters who provides you business insights.*  
**IT MATTERS WHO YOU BANK WITH.**

Nevada State Bank is proud to release the 5th edition of the annual Small Business Survey report. Businesses are reporting the highest level of economic confidence in the history of the survey, with 70% anticipating revenue growth in 2018. Download your copy of this highly targeted local research to see what else Nevada business owners are reporting as well as the historical trends.

**DOWNLOAD THE FULL REPORT TODAY**

[NevadaSmallBusiness.com/Survey](http://NevadaSmallBusiness.com/Survey)

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# Your Scene | You're Seen



The Customer Service Excellence program, the only Valley-wide service recognition program of its kind, recognized more than 300 attendees at its first quarter recognition ceremony at City National Arena. Honorees received a photo op with the Honorable Oscar Goodman, light bites, raffle prizes, and the opportunity to watch the Vegas Golden Knights during a practice skate. Jenny Delacruz from Nordstrom was awarded the Customer Service Excellence Five Star Award and received two roundtrip tickets from Southwest Airlines. For more information on the Customer Service Excellence program, produced in partnership by the Metro Chamber and the Las Vegas Convention and Visitors Authority, visit [lvchamber.com](http://lvchamber.com). *Photo credit: Nick Claus*





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3900 Paradise Road #279  
Las Vegas, NV 89169

# Working For You

## GOVERNMENT AFFAIRS AND PUBLIC POLICY

### NEWS AND UPDATES

#### CHAMBER LEADERS MEET WITH U.S. DEPARTMENT OF LABOR ON ASSOCIATION HEALTHCARE PLANS

Last month, Board of Trustees Chairman Michael Bolognini and Metro Chamber President and CEO Mary Beth Sewald traveled to Washington, D.C. to meet with the U.S. Department of Labor (DOL) to discuss growing concerns from Chamber members about the increasing cost of providing healthcare insurance and the possibility of once again offering an association health plan to Chamber members.

As a follow up to that meeting with the DOL, the Metro Chamber submitted formal comments through the Federal Registry regarding proposed changes by DOL to provisions governing association health plans. These proposed changes by the DOL would allow for the expansion of

healthcare options to be offered through business groups such as the Metro Chamber. All comments were due to the DOL by March 6, 2018. DOL is currently reviewing all submitted comments and it is expected that the final rule will be released sometime this summer.

The Metro Chamber applauds the efforts by the DOL to promote and expand healthcare choices to Nevada's employers and employees. In its formal comment to the DOL, the Metro Chamber stated its support of the following components of the proposed rule:

- The revisions of the DOL's regulations implementing the Employee Retirement Income Security Act of 1974, as amended (ERISA) definition of "employer" to include a qualifying group or association of employers such as chambers of commerce;
- The broadening of the rule determining when an employer association can sponsor the new qualifying association health plans and qualify as a single large plan at the federal level;
- Allowing for the ability of association healthcare plans to be offered to employers within a geographically limited area across industries, or to employers in the same industry without geographic restrictions;
- Allowing association healthcare plans to include small or large employers and sole proprietors, which will give all employers and businesses the opportunity to access these plans;
- Allowing eligibility for sole proprietors who are working 30 hours or more per week or more than 120 hours a month;
- Specifying the requirements for sponsorship of association healthcare plans by qualifying groups of employers or associations, including both





organizational, control and management, and non-discrimination requirement.

Employers, including those in Nevada, consider various factors when determining whether to offer healthcare plans to employees, such as overall cost of the benefit, changes in the delivery and cost of healthcare, coverage of benefits, coordination among the various providers of healthcare, and legislative and regulatory mandates, as well as efforts to improve the regional quality of healthcare.

The Chamber continues to be the leader in advocating on behalf of the Southern Nevada business community. We will continue to keep you updated about our work on this issue, as well as other priorities we discussed on the trip, including funding for Interstate 11.

## **YOUR VOICE MATTERS: SUPPORT PRO-BUSINESS CANDIDATES!**

A great way to make sure your voice is heard in the state and local elections in November is to give to BizPAC. Your contributions to the Metro Chamber's political action committee – combined with the support of your fellow Chamber members – signifies a strong, collective, and unified employer community. Every dollar you give to BizPAC is an investment in your business and in Nevada's future.

Your contribution helps strengthen the message that employers matter at the local and state levels of government. BizPAC helps support candidates who are committed to working with Nevada's employers. These candidates understand the important role that businesses play in driving Nevada's economy forward and as members of the business community, your support is important.

The Metro Chamber offers you an opportunity to succeed, be engaged, and invest in that success. Every contribution matters, and combined with contributions from other Metro Chamber members, your dollars can and will make a difference. For more information about how you can become involved with BizPAC, please contact Erica Valdriz at [evaldriz@lvchamber.com](mailto:evaldriz@lvchamber.com) or at 702.586.3846.

**BIZPAC**  
LAS VEGAS METRO CHAMBER OF COMMERCE



# Sustainable

## Why It's Never Been Easier to Help Preserve Our Community & Boost Your Business

More consumers are researching where they source their products and where they turn for professional services – and green is no longer just the color of Spring. Environmentally responsible business practices are playing more of a role in that buying process. In fact, a recent Nielsen study found that almost three quarters of millennials are willing to pay extra for sustainable offerings and want to purchase from companies with demonstrated environmental stewardship systems in place.

Sustainability initiatives have also come a long way from the cost prohibitive equipment and infrastructure that seemed to be commonplace just a decade ago. As sustainable practices become more technology-driven and efficient, they also become more economic and practical to implement. Moreover, Las Vegas is a leading edge city in sustainability initiatives, from the City of Las Vegas being the first in the country to be entirely powered

by renewable energy to having North America's largest recycling facility. It has never been easier to take advantage of rebates and other programs to “green” up businesses and be more environmentally conscious, as well as implement steps to reduce waste and become more efficient with regards to energy and water.

### Local Utility Initiatives & Programs

Over the last decade, NV Energy has reduced its coal-fueled generating units and added renewable energy sources, as well as introduced the PowerShift program, which offers technical assistance and cash incentives for the installation of energy efficient equipment and lighting products that reduce energy. In 2017, more than 900 projects were completed throughout Nevada, saving 2,727.2 megawatt-hours of electricity. It encourages businesses of all sizes to contact them for assistance on a commercial energy savings program.





# ble Vegas

“All NV Energy customers benefit from our commitment to develop clean energy and lower our emissions, while at the same time getting great value. We have nearly 50 renewable energy resources serving our customers and plan to double our clean energy production by 2023,” said Pat Egan, Senior Vice President of Customer Operations for NV Energy. “Our commercial customers have among the lowest energy rates for businesses in the country and some of the best reliability as well. At the same time, we’re proud to support our customers’ sustainability goals by taking part in our PowerShift commercial energy services, helping them save energy and lower their bill.”

Perhaps one of the region’s most visible and high-efficiency sustainability programs is the new recycling center from Republic Services in North Las Vegas. Opened in 2015, the Southern Nevada Recycling Center can process two

million pounds of recyclable material per day – or 70 tons per hour. Hotel and casino properties alone divert more than 28 million pounds of glass to the facility each year (or 80,000 12-ounce bottles a day). It is the largest recycling center in North America and employs smart technology to sort and process the material it receives to maximize its efficiencies. Additionally, Republic Services offers tailored services to different industries, business sizes, and other specialized needs in regards to commercial waste disposal, and encourages businesses within the region to contact them for a full needs analysis and how to maximize their efficiency in regards to waste removal.

Southern Nevada has been a beacon for water conservation efforts nationwide. Water consumption has been drastically reduced since 2008, from 1.47 billion gallons to 1.18 billion gallons in 2016, even with significant population growth. Community-wide, water reduction efforts led by the



Southern Nevada Water Authority have led to an overall water use decline of more than 130 gallons per person per day.

Southern Nevada Water Authority's Water Conservation Coalition, established in 1995, is a public/private partnership that identifies areas of water conservation for local businesses that are cost efficient and easy to implement. In addition, the Authority also has a variety of programs to meet the needs of businesses, including a linen exchange program for hotels and motels, water-smart training for local landscape contractors, and multifamily property water use reviews, among others. In addition, rebates are available for businesses that employ water efficient devices and technologies and implement water-smart landscapes. The Water Efficient Technologies, or WET, program provides financial incentives for capital expenditures when businesses retrofit existing equipment with more water efficient technologies – both from a menu of pre-approved technologies and for custom expenditures. The program has saved more than 9.3 billion gallons of water since 2001.

Southwest Gas, in recent years, has taken steps to ensure that natural gas alternatives are available for businesses. Natural gas has the potential to provide environmental and cost savings benefits, deliver improvement to overall building operations, and reduce operational and maintenance costs for the business owner. In addition to installing new gas facilities, auditing natural gas availability, and information on natural gas vehicles and equipment, the company also provides evaluations on equipment and customized energy-saving solutions.

With its sunny weather and renewable energy production doubling in the state since 2009, Nevada is a national leader in producing solar energy, and

solar installations for commercial properties have become a major piece of the sustainability conversation. There are rebates and incentives available now for businesses that choose to install solar, as well as resources on what to ask your contractor as you decide whether or not solar is a good fit, requirements for solar installation, and various building codes, permitting, liability, and design standards to keep in mind as you work through the process.

### Small Steps...Big Footprint

While involving local utilities and other service providers with your business infrastructure is a big step in establishing your business as one of sound environmental stewardship, there are small steps you and your staff can take to bolster your sustainability practices. Making it part of your company's culture is step one. Assign a staff member to "own" your green program, and invite staff suggestions and feedback for implementation. Ensure everyone has some responsibility, whether it's knowing where the recycling bins are kept, or powering down electronics at the end of the day and making sure lights are off in empty rooms.

Where possible, do business with vendors that employ environmental sustainability practices and guidelines. Major vendors usually have a corporate social responsibility section on their websites, and it has become more commonplace for "green" vendors to prominently place the benefits of their products or services on their marketing materials. You can also interview potential vendors, or require vendors to list their green practices on proposals or quotes.

Making small swaps can also have a compounded effort over time. Switching to LED lighting, if you haven't already, as well as eliminating plastic water bottles and stocking vending machines and snack areas with healthy snacks with



responsible packaging, are all ways to reduce waste and encourage environmental stewardship. Even something as simple as electronic billing and swapping paper statements for electronic ones can have a substantial impact over time. Encourage digital communications, paperless meetings, and online file sharing and editing software, like Dropbox or Google Docs, to collaborate on projects and reduce the amount of paper waste produced.

Different sectors also have industry-specific sustainability initiatives. For example, the SNWA has a program specific to restaurants to offer water on request only. Likewise, the healthcare industry has different regulations and practices for medical waste, with different standards and programs for waste removal and efficiencies. The hospitality industry in Las Vegas has also led the charge on corporate environmental stewardship programs, with many of the major resort groups pioneering new ways to reduce waste, use water more efficiently, and incorporate green building practices in new construction and remodels. These large companies continue to make these programs a major priority, as well as a talking point for customers and stakeholders, and within their communities.

Small businesses may not have the resources of large companies to implement major greening programs, but many of the ideas and best practices put forth by some of the community's leaders in environmental responsibility are scalable, and can be implemented creatively to minimize cost and staff time, and maximize impact.

### **ROI of Green PR**

When your business implements a green practice, piece of equipment, or new product – whether it is recycled packaging or a more energy-efficient vehicle for your service providers – publicizing your efforts on your marketing materials, website, and social media

can help establish your brand as a trusted solution. Tying in your product's recyclable packaging to how it directly addresses waste management, energy, and the marketplace are proven ways of demonstrating your business' corporate social responsibility practices, and showing that you are a good steward of not only the environment, but your community, too. With consumer behaviors indicating preferences towards businesses that practice good environmental stewardship, showing your customers – and potential customers – that you embrace this concept can make a difference in the sales and retention pipeline.

Likewise, there are certifications available to further demonstrate your company's dedication to environmental stewardship. LEED certifications for buildings, WasteWise and WaterSense by the U.S. Environmental Protection Agency, Energy Star for appliances and other similar products, and Green Plus are certification programs available for application. There are others specific to different industries or sectors, such as EPEAT for manufacturers and sellers of electronics and the WELL certification for building projects and impact on health, wellness, and the environment. These designations and any recognition your company has earned for your greening efforts should be displayed prominently on your website, on marketing materials, and in your place of business.

With Earth Day on April 22, the Metro Chamber wants to know how your business – small or large – is taking or has taken efforts to be more environmentally conscious. Let us know of any projects, initiatives, or steps you've taken, and how they have impacted you. Reach us at [pr@lvchamber.com](mailto:pr@lvchamber.com) or on social media @LVChamber.

## **Resources**

**NV Energy**  
[nvenergy.com](http://nvenergy.com)

**Republic Services**  
[republicservices.com](http://republicservices.com)

**Southern Nevada Water Authority**  
[snwa.com](http://snwa.com)

**Southwest Gas**  
[southwestgas.com](http://southwestgas.com)

**Valley Electric Association**  
[vea.coop](http://vea.coop)



## SBA Awards **MEHDI ZARHLOUL** Nevada Small Business Person of the Year

N

ational Small Business Week, the U.S. Small Business Administration's annual week dedicated to highlighting the impact of outstanding entrepreneurs and small business owners, will be held April 29 – May 6 throughout the country. SBA Administrator Linda McMahon will start the week in Washington D.C., where she will recognize and award outstanding small business owners from around the country. Recognition and educational events throughout the SBA's 10 regions and 68 districts will be held throughout the week.

Nevada's Small Business Person of the Year, selected by the SBA, is Mehdi Zarhloul, Founder and CEO of Crazy Pita Rotisserie and Grill, and member of the Las Vegas Metro Chamber of Commerce. Zarhloul is a first

generation U.S. citizen and opened his first location in 2006. During the Great Recession, he was able to grow his business to three locations. Crazy Pita is a previous recipient of the Chamber's Business Excellence Award, and was recognized for inspiring his employees' dedication to excellent customer care and for the company's corporate social responsibility and nonprofit giving initiatives to several high-impact organizations in Southern Nevada.

The Small Business Awards Luncheon will take place Thursday, May 3, at the Gold Coast Hotel & Casino, and is presented by the U.S. Small Business Administration and Vegas PBS. For more information, visit [vegaspbs.org](http://vegaspbs.org).



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**VEGAS PBS PRESENTS**

# 2018

**SBA Small Business  
Network Expo and Small  
Business Awards Luncheon**

**THURSDAY, MAY 3, 2018**

**GOLD COAST HOTEL AND CASINO**  
4000 W Flamingo Rd., Las Vegas, NV 89103

### Expo

9:30 a.m. - 11:00 a.m.

**FREE ADMISSION**

**Expo Table: \$100**

### Luncheon

**Check-in: 11:30 a.m.**

**Luncheon: Noon - 1:30 p.m.**

**Tickets: \$60 ■ Table of 10: \$550**

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scollins@VegasPBS.org

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# What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **APRIL**.

## CHAMBER UNIVERSITY

FRIDAY, APRIL 6 - Using Videography to Boost Your Business

FRIDAY, APRIL 13 - HR for Small Business

FRIDAY, APRIL 20 - Purpose Powered Living

## SOUTHERN NEVADA FORUM

TUESDAY, APRIL 3 - Healthcare - 9 - 10 a.m.

THURSDAY, APRIL 12 - Good Governance - 10:30 a.m. - 12:30 p.m.

TUESDAY, APRIL 17 - Economic Development - 8 - 9 a.m.

### April Sponsors:

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**COX**

**NVEnergy**

**PORTERGROUP**  
GOVERNMENT & BUSINESS SOLUTIONS

**SOUTHWEST GAS**  
smarter > greener > better

**Touro University Nevada**

**SUNRISE**  
HOSPITAL & MEDICAL CENTER

**SUNRISE**  
CHILDREN'S HOSPITAL

**STATION CASINOS**

**Valley Electric Association, Inc.**

**UNLV** | LEE BUSINESS SCHOOL  
EXECUTIVE MBA PROGRAM

**LAS VEGAS REVIEW JOURNAL**

**PHOTOGRAPHY**

**GEOTAB**  
management by measurement

**AMERICA FIRST**  
CREDIT UNION

**Pulte Homes**  
More Life Built In®

**Howard Hughes**  
THE HOWARD HUGHES CORPORATION

**NEVADA STATE BANK**  
THE DOOR TO YOUR FUTURE

3

### TUESDAY, APRIL 3 CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.  
11:30 a.m. - 12:45 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

3

### TUESDAY, APRIL 3 CHAMBER CONNECTIONS

Meet potential new customers and make valuable business-to-business connections! Learn effective ways to network, incorporate social media into your personal and professional branding, and establish a group of peers dedicated to helping one another grow through business relationships.

5:30 - 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact [agoldberg@lvchamber.com](mailto:agoldberg@lvchamber.com) or call 702.641.5822 for space availability and cost.

5

### THURSDAY, APRIL 5 EGGS & ISSUES FEATURING U.S. CONGRESSWOMAN JACKY ROSEN

U.S. Congresswoman Jack Rosen, representing Nevada's Third District, serving on the House Armed Services committee, the House Science, Space and Technology Committee, will make remarks about important federal issues for businesses.

8:00 - 8:30 a.m. Registration & Networking

8:30 - 9:30 a.m. Program

Troesh Theater - The Smith Center for the Performing Arts  
361 Symphony Park Ave.

\$40 Members | \$55 Non-Members | \$400 Table of Ten

Sponsors: Allegiant Travel Company, Cox Communications, NV Energy, Porter Group, Southwest Gas, Sunrise Hospital and Medical Center, and Touro University

11

### WEDNESDAY, APRIL 11 CHAMBER CONNECTIONS II

Meet potential new customers and make valuable business-to-business connections! Learn effective ways to network, incorporate social media into your personal and professional branding, and establish a group of peers dedicated to helping one another grow through business relationships.

5:30 - 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact [lstein@lvchamber.com](mailto:lstein@lvchamber.com) or call 702.641.5822 for space availability and cost.



## 00 - CHAMBER EVENT

## 00 - VYP EVENT

Visit [LVChamber.com](http://LVChamber.com) and  
click on the Events Calendar.

Call 702.641.5822.

- 12 THURSDAY, APRIL 12**  
**VYP FUSION MIXER**  
Take in the spectacular views of Las Vegas and enjoy high-energy mingling during VYP's April Fusion Mixer. Get a glimpse into the best that luxury living has to offer while mingling with your fellow young professionals in the high-end, hillside homes at Vu by Christopher Homes, located in MacDonald Highlands.  
**6:00 – 8:00 p.m.**  
**Vu by Christopher Homes**  
**1236 Starview Peak Ct.**  
Online: \$10 for VYP+ members, \$15 for general members  
At the door: \$15 for VYP+ members, \$20 for general members  
Presenting Sponsors: Station Casinos, UnitedHealthcare, UNLV Lee Business School Executive MBA Program, and Valley Electric Association, Inc.  
Media Partner: *Las Vegas Review-Journal*  
Photographer: Kristina Alexis Photography
- 17 TUESDAY, APRIL 17**  
**NEIGHBORHOOD MINGLE - SOUTHWEST**  
Live or work in Summerlin or The Southwest? At this Mingle, you will have an opportunity to meet the people who provide medical support throughout the Valley and build relationships with fellow Chamber members.  
**7:30 – 8:00 a.m. Check-in & Networking**  
**8:00 – 9:30 a.m. Program**  
**American Medical Response (AMR)**  
**7201 W. Post Rd.**  
Complimentary and exclusive to Metro Chamber members.  
Sponsor: America First Credit Union
- 17 TUESDAY, APRIL 17**  
**CHAMBER VOICES TOASTMASTERS**  
See April 3
- 17 TUESDAY, APRIL 17**  
**CHAMBER CONNECTIONS**  
See April 3
- 18 WEDNESDAY, APRIL 18**  
**CHAMBER CALL WITH MARY BETH SEWALD**  
Tune in to the Chamber Call with Las Vegas Metro Chamber of Commerce President and CEO Mary Beth Sewald, to hear about some of the new programs and changes happening at your Metro Chamber. Mary Beth wants to hear from you, our members, on how the Metro Chamber can help your business succeed and provide resources that help your business grow and thrive.  
**11:00 – 11:30 a.m.**  
To register, email Danica Torchin, [dtorchin@lvchamber.com](mailto:dtorchin@lvchamber.com).
- 18 WEDNESDAY, APRIL 18**  
**NEIGHBORHOOD MINGLE - NORTH LAS VEGAS**  
Live or work in North Las Vegas? At this mingle, you will have an opportunity to experience City Hall, while connecting and building relationships with fellow Chamber members.  
**11:30 a.m. – Noon Check-in & Networking**  
**Noon – 1:00 p.m. Program**  
**North Las Vegas City Hall**  
**2250 Las Vegas Blvd. North**  
Complimentary and exclusive to Metro Chamber members.  
Sponsor: America First Credit Union
- 19 THURSDAY, APRIL 19**  
**NEIGHBORHOOD MINGLE - HENDERSON**  
Live or work in Henderson or the eastside? At this Mingle, you will have an opportunity to meet members of the ManagedPAY team who serve clients and employees in a spirit of collaboration, education, and inspiration, while connecting and building relationships with fellow Chamber members.  
**7:30 – 8:00 a.m. Check-in & Networking**  
**8:00 – 9:30 a.m. Program**  
**ManagedPAY**  
**6410 S. Eastern Ave., Ste 100**  
Complimentary and exclusive to Metro Chamber members.  
Sponsor: America First Credit Union
- 24 TUESDAY, APRIL 24**  
**VYP BIGWIG LUNCH TIME WITH MAYOR JOHN LEE**  
Get insights and information from City of North Las Vegas Mayor John Lee, and how he led the charge to transform and diversify North Las Vegas.  
**11:30 a.m. – Noon Registration & Lunch**  
**Noon – 1:00 p.m. Program**  
**Las Vegas Metro Chamber of Commerce**  
**575 Symphony Park Ave., Ste. 100**  
\$20 – VYP+ members, \$30 – general members  
Presenting Sponsors: Station Casinos, UnitedHealthcare, UNLV Lee Business School Executive MBA Program, and Valley Electric Association, Inc.  
Media Partner: *Las Vegas Review-Journal*
- 24 TUESDAY, APRIL 24**  
**LEADERSHIP LAS VEGAS RECRUITMENT MIXER**  
Join Leadership Las Vegas Alumni, Class of 2018, and potential candidates for the Class of 2019 at the annual Recruitment Mixer, where you can learn more about the Leadership Las Vegas program and how it can help you become a more effective community leader.  
**5:30 – 7:30 p.m.**  
**Discovery Children's Museum**  
**360 Promenade Pl.**  
Complimentary to attend.  
Sponsor: Pulte Group
- 25 WEDNESDAY, APRIL 25**  
**CHAMBER CONNECTIONS II**  
See April 11
- 26 THURSDAY, APRIL 26**  
**FOCUS LAS VEGAS: THE BENEFITS OF LAS VEGAS BECOMING A SPORTS TOWN**  
What is Las Vegas going to look like 10 years from now because of professional sports? How will the growth of professional sports impact our city's infrastructure, tourism and businesses? What opportunities and challenges will professional sports bring to our community that leaders need to know?  
**7:30 – 9:30 a.m.**  
**Las Vegas Metro Chamber of Commerce**  
**575 Symphony Park Ave., Ste. 100**  
Sponsors: Geotab USA, The Howard Hughes Corporation, Nevada State Bank, Valley Electric Association, Inc., *Las Vegas Review-Journal*

# STAYING OUT OF TROUBLE:

## Environmental Services to Help Our Economy Move Forward



L

as Vegas companies face incredible challenges when it comes to complying with all the regulations that apply to their sector or industry, with many of those industries driving our economy. Such regulatory agencies can include the EPA, DOT,

OSHA, FDA, the Joint Commission for Accreditation of Healthcare Organizations (JCAHO) – not to mention all the local, municipal, and state agency requirements. There are so many that it is easy to miss some of them, especially those associated with the Nevada Division of Environmental Protection (NDEP) and the Southern Nevada Health District (SNHD). When it comes to environmental service, facilities throughout Nevada often need help in managing the alphabet soup of admittedly complex regulations.

Regulatory experts know how the NDEP and SNHD regulations apply to biotechnology and research companies, the gaming industry, and industrial generators. These experts also know how JCAHO standards pertaining to hospitals apply to the entire healthcare sector. They know how federal and state hazardous waste compliance rules intersect with virtually every industry. Just as importantly, these regulatory experts know without a doubt how DOT and OSHA regulations interface with EPA rules and requirements for handling wastes safely as they are transported to audited, final disposal sites throughout the United States.

Furthermore, late last year, the U.S. Environmental Protection Agency (EPA) implemented new Hazardous Waste Generator rules, which made several changes to the existing rules regarding different categories of hazardous waste generators, and different thresholds for these

categories for several substances. It also specifies on-site accumulation quantities, time limits, training, contingency plans, emergency procedures, and more. Be sure that your company is up to date on these rules, or has a partner in navigating hazardous waste compliance.

Here are a few questions that come up with several different businesses and industries throughout the State:

- How are we supposed to handle our process wastes and hazardous by-products?
- How should we collect these materials into proper containers?
- How do I make a proper waste determination?
- What is a container marking and how do I fill it out?
- Do I need to inspect and document everything in my central storage area?
- Do I need to inspect and mark the containers in my satellite accumulation areas?
- What do I need to do to move a full container off the operating areas?
- Who needs to be trained and how do I keep track of all this?
- And finally, how do the new Hazardous Waste Generator Rules affect my company?

One of the main reasons that such expertise has become so critical to the Nevada economy and to



the protection of the environment is that varying industries have diverse needs and dozens of generating areas producing hazardous waste. From gaming to mining to healthcare, hazardous waste generation is a reality of our thriving economy and must be managed safely, yet economically.

Here are a few examples of how hazardous waste regulations intersect with daily life in Nevada:

- Hospitals have empty medication vessels, bottles, IV bags, and syringes, continually being added into waste containers for proper disposal. An on-going challenge is training hospital personnel to differentiate between medical waste, hazardous waste, sharps, and acutely toxic P-Listed waste. One wrong item placed in the incorrect container could result in higher waste treatment costs and possible fines.
- Pharmacies: Can everyone know how expired medications are managed? What about controlled substances? Cannabis? Discarded chemotherapy waste?
- Hotels and maintenance yards: Used paint and aerosols, cleaning fluids, batteries, and lighting that has reached end-of-life are routinely discarded. These waste products can be recycled, providing alternatives to traditional landfills.
- Manufacturing: Even the production of our slot machines generates hazardous waste. That decorative chrome plating by-product has to be managed safely for the protection of the environment.

Each of these materials presents a unique challenge, but there are programs available that assist facility managers to manage waste materials by providing HazCom and other training, color coding containers, universal waste recycling, and continual oversight of environmental requirements. These programs help minimize the risk of errors and compliance violations, which can save you thousands of dollars a day, as well as additional time and manpower in compliance and corrective measures.

**By Lori DeVito**, President, AET Environmental. AET has earned the trust of many major corporations throughout Nevada by implementing programs that assist facility managers to manage waste materials by providing HazCom and other training, color coding containers, universal waste recycling, and continual oversight of environmental requirements. Call us today for a complimentary assessment of your facility. We would be happy to help you find the programs to help you manage each step of the process, emphasizing stewardship, sustainability and environmental responsibility. For more information call Ed Domanico, Director of Environmental Services, at 702-375-6517.

## HOW DO YOU REWARD GREAT CUSTOMER SERVICE?



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**Program Partners:**



# President's Club

## **(B) Nichole Washington**

### **Vice President, Human Resources & Risk Management – Plaza Hotel and Casino**

Nichole Washington is VP of HR and Risk Management at Plaza Hotel and Casino. She is a recognized Hospitality Hero and a dedicated community volunteer. Her work ethic, ability to motivate, and more than 18 years of experience within human resources puts her at the top of her field. Prior to Plaza, Washington received her Master's degree from Walden University. She opened CityCenter, managing recruitment for CityCenter, Bellagio, Monte Carlo, and Shadow Creek. She is a SHRM Senior Certified Professional, State of Nevada Safety and Health Practitioner, and an Executive Committee member.

## **(A) Tim Wong**

### **CEO – Arcata Associates, Inc.**

Tim Wong is CEO and President of Arcata Associates, Inc., a Las Vegas based technical services company. Arcata provides hardware, software and systems engineering, information technology, logistics, multimedia, and operations and maintenance services in support of the U.S. Air Force, U.S. Army, U.S. Navy, National Aeronautics and Space Administration, and other government agencies. Arcata is a family-owned business that is celebrating 39 years in the Las Vegas Valley. Wong currently serves as the Treasurer of Nevada Public Radio, Board of Director of the Las Vegas-Clark County Library District's Mesquite QALIC B, and is a member of the Cox Communications Community Advisory Board.



## **(D) Mike Campion**

### **Director of Branches, Southern Nevada – SCE Federal Credit Union**

With more than 20 years of experience in the financial services industry, Mike Campion is dedicated to ensuring every SCE Federal Credit Union member has an exceptional experience at each of his Southern Nevada branches. In addition to his strong commitment to SCE FCU members, Campion is devoted to his team, his family, and the community. He serves as a member of the board of directors of the Clark High School Academy of Finance in Las Vegas.

## **(C) Tim Bremer**

### **Managing Partner – Deloitte**

Tim Bremer has been selected to serve as the new managing partner of Deloitte's Nevada practice. Bremer has extensive experience serving publicly held companies. During his 25-year career in public accounting, he has served SEC registrants, as well as some of the firm's most prestigious clients in the consumer and industrial products industry segment, and was also the managing partner of Deloitte's audit and enterprise risk services practice for the aerospace and defense industry for seven years. Bremer is also an avid golfer, and he and his wife Randi live in Henderson.

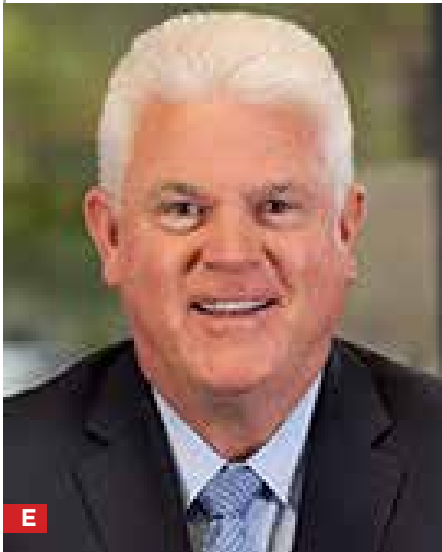


# Spotlights

## **(E) Rick Myers**

### **President – Thomas & Mack Development Group**

Rick Myers is President of Thomas & Mack Development Group, a commercial development company with projects throughout the Las Vegas Valley. Thomas & Mack performs third party real estate services, and is currently managing the development of the Metro Police Department's new headquarters campus. Myers is a past president of the Southern Nevada Chapter of NAIOP and longtime member of the Board of Directors. Prior to joining Thomas & Mack, he worked for The Howard Hughes Corporation and Marnell Properties. He graduated from the University of Southern California.



## **(F) Sean Gleason**

### **CEO – Professional Bull Riders**

Since 2015, Sean Gleason has been CEO of Professional Bull Riders (PBR), one of America's fastest-growing sports, also competing in four additional countries. Previously, he spent 15 years as a senior executive overseeing nearly every aspect of the sport. Prior to joining PBR in 2001, Gleason oversaw the marketing and business development for all sports projects at Sierra Sports. He served as executive or supervising producer of six Grammy-nominated video and record projects and six multi-platinum video projects while with Miramar Productions, Inc. He graduated from Western Washington University.

## **(G) Daniel Toll, CFP, CRPC**

### **Senior Vice President, Financial Advisor – Swinn Toll Wealth Management**

Daniel Toll has been advising clients in financial services since 2005. He joined RBC Wealth Management in 2017, after 10 years with Merrill Lynch. He graduated with a B.S. in Finance from the University of Missouri. He holds the CFP (Certified Financial Planner) certification and the CRPC (Chartered Retirement Planning Counselor) designation. Toll is married to and works with his wife, Tahiri. They have two young children. He enjoys traveling, good food, adrenaline pumping outdoor activities, hiking, scuba diving, taking his Jeep off-road, and spending time with family and friends.



## **(H) Eddie Lafferty**

### **General Manager – Manheim Nevada**

As General Manager of Manheim Nevada, a division of Cox Automotive, Eddie Lafferty leads the overall operations for this wholesale auto auction. Lafferty joined Manheim in 2008 as Fleet Lease Manager and served as Assistant General Manager (AGM) for Manheim Seattle. In his role as AGM, Eddie helped this location earn more than 50 awards and accolades from several national commercial accounts, including Toyota, Chase, and Remarketing by GE. Eddie is a 28-year veteran of the automotive industry with extensive experience in both retail and wholesale operations.



# Tools to Help Your Team Collaborate, Communicate, and Get It Done

W

ith remote work growing in popularity and virtual offices becoming more commonplace, maximizing collaborative time among teams and creating efficiencies in organizations, especially among different physical locations

and even time zones, is paramount. If your business is embracing remote work, how can you ensure your team has the resources to be the most productive?

## Project Management Tools

Project management tools have undergone a major revolution in the last few years, moving beyond spreadsheets and calendars to include file storage, commenting, and instant messaging, screen sharing, and more in a single platform. **Slack** has been regarded as the market leader in these types of tools, with mobile and desktop versions, video calling, and integrations with Dropbox and Google Docs, but recently, **Trello**, **Flock**, **Teamweek**, and **Basecamp** have also become mainstays in the project management sphere. You can also utilize some of the tools with **Dropbox** and **Google Docs** that you may already have at your disposal.

## Find a good conferencing system.

Long gone are the days of dialing in a third, fourth, or fifth party to a call. If your team is going to be relying more on remote work, having a good conferencing system that enables screen sharing, comment features, muting (for the inevitable person who calls from the road, with their windows down), and the ability to host webinars and other interactive sessions is important. Consider platforms like **GoToMeeting**, **WebEx**, or **ReadyTalk** for these.

## Encourage creating together.

Teams that create documents, code, or design need specialized tools to be able to meaningfully collaborate, make edits, and offer feedback. For coders, a system like **Codingteam** encourages collective code building among teams. And while **G Suite** from Google is an incredible resource and familiar to most people, software like **InVision** and **Quip**, which are more specific to designers and your creative teams, are also climbing in popularity.

## Consider a company intranet or Wiki.

A central repository for company data and policies (like employment handbooks, vacation time requests, and timesheet submissions) is important if most of your workforce is remote, and can be a useful place to store documents, link to project management tools, and store a company Wiki, a peer-submitted library of content, ideas, and information.

## Start small.

Asking your team what would help them be more successful, and looking at the tools you already use to see if you're using them as efficiently as you could be is an easy (and team-driven!) place to start. **Google**, **Microsoft Office**, and **Dropbox** all have collaborative tools within their platforms, and have new and updated features you may not be using (yet). Overloading your team with new tools, not taking the time for proper and regular training, and tools that don't address issues your team has may be more detrimental to the collaborative process, so it's imperative to start small, conduct a needs analysis, and be mindful of your team's ideas to be more productive.



# LET'S ROCK 2018

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**Nevada  
Business**  
THE DECISION MAKER'S magazine

# Member News

RED - PRESIDENT'S CLUB MEMBER



## Upcoming Events

**Sunrise Hospital & Medical Center** is offering "Stop the Bleed" educational events to teach the community the basics in applying first-aid methods to control blood loss until help arrives. Classes are free and scheduled from 6:00 – 7:00 p.m. on the fourth Monday of each month at the Sunrise Hospital Auditorium. For more information, visit [SunriseHospital.com](http://SunriseHospital.com).

**UNLV** presents UNLVino Saturday, April 14, from 7:00 – 10:00 p.m. at the **Keep Memory Alive Event Center**. An all-star line-up of award-winning chefs join this year's event to raise money for UNLV scholarships. Visit [unlvino.com](http://unlvino.com).

On Wednesday, April 4, the **Foundation for an Independent Tomorrow** presents its Job & Resource Fair from 10:00 a.m. – 2:00 p.m. at the Pearson Community Center. The event will feature more than 20 employers and guest speaker Earnie Shavers. For more information, visit [lasvegasfit.org](http://lasvegasfit.org).

The **Ronald McDonald House** annual Runnin' for the House 5K and Fun Walk will be Saturday, April 28, at 8:00 a.m. The event will feature a 5K course, pancake breakfast, children's activities, and tours of the House. For more information, visit [rmhlv.org](http://rmhlv.org).

## Congratulations

The **Regional Transportation Commission of Southern Nevada** and its partners were one of nine interdisciplinary regional teams selected to attend the 2018 Step It Up!: Action Institute to Increase Walking and Walkability, also known as the Walkability Action Institute, in April.

**DC Building Group** was honored with two Spotlight Awards by the commercial real estate development association **NAIOP Southern Nevada**. The twenty-first annual Spotlight Awards recognized commercial real estate firms and individuals for their achievements.

## Community Service

**City National Bank** and the **Vegas Golden Knights** teamed up last month to help **Three Square** and its Backpack for Kids Program. Approximately 60 colleagues from the bank and the Golden Knights, including team mascot Chance, filled 3,000 bags of food for at-risk students in the **Clark County School District**.

## Wheeling & Dealing

**Commercial Executives Real Estate Services** represented a client in the leasing of 940-square-feet of office space located at 10501 W. Gowan Road Suite 140. The transaction is valued at \$75,464.

**Nathan Adelson Hospice** has entered into an agreement to acquire Kindred Hospice, an end-of-life health care organization in Southern Nevada, owned by Kindred Healthcare.



The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

## Announcements

**MountainView Hospital's** Las Vegas Institute for Robotic Surgery has acquired its third Xi da Vinci robot, MountainView's fifth surgical robotic system, allowing surgeons more access to the latest equipment for minimally invasive surgery for patients.

Daniel Maul, a paralegal with **Fennemore Craig's** Las Vegas office, has been appointed chair of the paralegal division of the State Bar of Nevada.



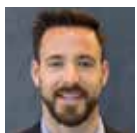
**Golden Entertainment** hired Johnny Church, one of the Strip's top culinary artists and award-winning kitchen master, as the company's new corporate executive chef. In this newly created role, Church will oversee the company's restaurant program at its eight casinos and nearly 60 taverns operated in Nevada by PT's Entertainment Group.

In response to the recent avalanche of pay equity legislation, **Fisher Phillips** launched the Pay Equity Interactive Map, which allows visitors to explore the pay equity laws of states and major cities.

**Howard & Howard Attorneys PLLC** hired Zachary T. Gordon as an attorney at the firm. Gordon's practice is primarily focused on protecting clients' brands through trademark clearance, prosecution, and enforcement.



The board of directors of the **Downtown Vegas** Alliance appointed Michael Vannozzi as executive director. Vannozzi comes to the role with an extensive leadership background in public policy, public affairs, strategic planning and communications.



**DC Building Group** hired longtime sales professional Brenden Graves as director of client services. As director of client services, Graves' primary focus will be on business development and opportunity research.

The **Employer Support of the Guard and Reserve** announced the Nevada nominations for the 2018 U.S. Secretary of Defense Freedom Award: in the small employer category, Battlefield Vegas; in the large employer category, Bently Nevada; and in the public sector category, the **State of Nevada**.

The **City of North Las Vegas** promoted three North Las Vegas Police Department employees: Justin Roberts is now the Assistant Chief of the North Las Vegas Police Department, and Pamela Ojeda and George Middlebrook were promoted to the rank of Captain.

## Congratulations to our own

# *Greta Seidman*

## for being honored as one of VEGAS INC's 40 Under 40!



@LVChamber  
LVChamber.com

# Ribbon Cuttings

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## DISPATCH HEALTH

DispatchHealth is bringing back the house call with on-demand mobile urgent care in the comfort of patients' home or work. Its board-certified team is equipped to treat a wide range of injuries and illnesses. For more information, call 702-848-4443 or visit [dispatchhealth.com](http://dispatchhealth.com).



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## NEVADA HAND

Nevada HAND is a nonprofit dedicated to providing affordable housing solutions for Southern Nevada's rapidly growing population. Nevada HAND celebrated its new Cordero Pines Family Apartments, located at 499 N. Lamb Blvd., which completed leasing in late 2017. For more information, please visit [nevadahand.org](http://nevadahand.org).



## SIMPLY SCUBA

Simply Scuba, located at 8544 Blue Diamond Rd., Ste. 150, offers beginning and advanced scuba lessons. The retail store sells gear, rents equipment, and plans group travel within the United States, Cozumel, and Belize. For more information, visit [simplyscuba.vegas](http://simplyscuba.vegas) or call 702-462-5727.



## SIGNATURE MANAGEMENT - THE NEON APARTMENTS

Boutique and unique, The Neon is a 44-unit sustainable community located in the heart of Downtown Las Vegas at 505 Desert Lane, just steps away from vintage shopping, intimate gourmet restaurants, funky bars, and trendy nightlife. Contact The Neon at 855-263-7160 or [theneonlasvegas.com](http://theneonlasvegas.com).



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# WELCOME NEW MEMBERS!

Welcome to the newest members of the Las Vegas Metro Chamber of Commerce. Please be sure to meet them at an upcoming event, or check out their business online at [LVChamber.com](http://LVChamber.com) on the member directory.

## PRESIDENT'S CLUB:

**Fremont Street Experience LLC**  
[vegasexperience.com](http://vegasexperience.com)

**PBR Professional Bull Riders, Inc**  
[pbr.com](http://pbr.com)

**National Association of Broadcasters**  
[nab.org](http://nab.org)

**The Westin Las Vegas Hotel & Spa**  
[westinvegas.com](http://westinvegas.com)

**Axe Monkey**

**Boxabl**

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Angelique Pye**

**Central Cabinets Direct, Inc.**

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**G & G White Board Solutions LLC**

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**Junes Legal Service, Inc.**

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**Victory Martial Arts**

**Wrench**

Members joined from February 15, 2018 to March 15, 2018

# MERLIN CONTRACTING NAMED 2017 NATIONAL CUSTOM HOME BUILDER OF THE YEAR



S

tephen Jones, Founder and CEO of Merlin Contracting, a proud Chamber member for more than 15 years, along with partner and brother

Bart Jones, were recently honored as the 2017 National Custom Home Builder of the Year by the National Association of Home Builders (NAHB) in Orlando, Florida.

"It's such an honor for our team to be recognized by the NAHB," said Stephen Jones. "Our goal is always to satisfy our customers' unique visions with creativity and quality, and this award recognizes the ongoing achievement of that goal. Bart and I couldn't be more proud of the effort put forth daily by our experienced team of superintendents and the entire staff."

The NAHB is a federation of more

than 700 state and local associations with more than 140,000 members. The Custom Home Builder of the Year award recognizes honorees for leadership, innovation, creativity, and professionalism in crafting unique custom homes. The Merlin team was specifically recognized for its craftsmanship and innovation, as well as their local community leadership.

During the past six years, the company has completed two custom homes ranging in value from \$1.8 million to \$10.2 million, as well as averaging six custom remodels ranging in value up to \$9.5 million and three custom high-rise unit remodels ranging up to \$1.52 million. Several projects have been featured in national publications, including *Architectural Digest* and *Wall Street Journal*.

Nathaniel Hodgson, CEO of the

Southern Nevada Home Builders Association, added to the accolades, "The work done by Merlin demonstrates a commitment to excellence, craftsmanship and customer service that is beyond compare in Nevada."

Merlin Contracting also has a strong legacy in community engagement, supporting local nonprofit organizations such as Habitat for Humanity, the Juvenile Diabetes Research Foundation, Opportunity Village, Nevada Conservation League, Communities in Schools of Southern Nevada, Volunteers in Medicine of Southern Nevada, and the UNLV Foundation. They have also been recognized for green building practices on several occasions.

For more information, visit [merlincontracting.com](http://merlincontracting.com).





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# NEVADA LAUNCHES FIRST *Gender Equality in the Workplace* SURVEY



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uring the 2017 legislative session, Nevada passed AB 423, an Act requiring the Secretary of State's office to collect and report information about how businesses approach gender equality in Nevada. This makes Nevada the first state in the nation to institute a state-sponsored project of this nature.

The Secretary of State's Office has been hard at work developing the "Gender Equality in the Workplace" survey. Through the survey, which is now live, respondents will be prompted to complete the voluntary form when they renew their business license on Nevada's business portal website, SilverFlume. In addition, other entities such as public organizations and academic institutions are also encouraged to fill out the survey. In fact, the Clark County Commissioners recently voted unanimously to direct the County to participate.

As required by the Act, the Secretary of State's Office will create an annual report summarizing the responses. This report will be submitted to the Governor and the Director of the Legislative Counsel Bureau (LCB). The survey responses will also serve as the foundation for the Nevada Gender Equity Index (GEI), an analysis of equity practices and outcomes in Nevada's workplaces. The GEI Project will be conducted by the Women's Research Institute of Nevada (WRIN), a nonprofit

research organization housed at UNLV. WRIN's mission is to improve the lives of women through research and education. They bring together scholars from diverse disciplinary backgrounds to produce and promote research about women, girls, and gender issues. The GEI Project fits squarely into this mission.

The Nevada GEI Project will provide a nonpartisan assessment of equity practices in Nevada's businesses. It focuses on the kinds of policies and indicators that have been proven to improve workplace climate, employee productivity, job satisfaction, and company profitability. The project will produce a number of reports for business leaders, policymakers, and the public. The GEI Project also seeks to recognize those companies with exceptional practices, drawing lessons from them to help other businesses reap the benefits of improved workplace equity.

For more information, visit [unlv.edu](http://unlv.edu) or [nvsilverflume.gov](http://nvsilverflume.gov).

**By Rebecca Gill, Ph.D.**, Director of the Women's Research Institute of Nevada (WRIN) at the University of Nevada, Las Vegas, where she also serves as an Associate Professor of Political Science. Dr. Gill's recent research focuses on gender, law, and politics. She received her Ph.D. in Political Science from Michigan State University.



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## Upcoming Events

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CHRISTOPHER HOMES**

6:00 – 8:00 p.m.

VYP+ Members: \$10

VYP General Members: \$15

**TUESDAY, APRIL 24  
BIGWIG LUNCH TIME  
WITH  
NORTH LAS VEGAS  
MAYOR JOHN J. LEE**

11:30 a.m. – 1:00 p.m.

VYP+ Members: \$20

VYP General Members: \$30

**Register online at  
VegasYP.com**



## BACK TO THE BASICS

By Kelly Peterson, Morgan Stanley – VYP Council Member

Technology has become integrated into every part of our lives. We use our smart phone for everything – from being able to access continuously-updated information to allowing us to summon a personal driver to take us wherever we desire. While we are riding in the back seat, we can video chat with our friends, and as we pull up to our house we can use an app to unlock our front door and turn on the lights. Once inside, we can ask a digital personal assistant to change the temperature, read our calendar for tomorrow, and play our favorite song. Technology has given us the ability to automatically correspond with clients, monitor our calendar, schedule reoccurring tasks, and to sign documents electronically. We are able to leverage our time in an effort to utilize every minute most efficiently. However, in our effort to be the best, most successful version of ourselves, do we remember what is most important when developing and maintaining relationships? Are we taking time to add a personal touch to what we do for clients, family, and

friends? Are we being pro-active or reactive in our relationships? Are we putting in the effort required to maintain and improve those relationships, or are we coasting on cruise control hoping the smooth road does not end? In an ever-increasing age of tech, it can be difficult to remember to disconnect from our “communication devices” and **actually** communicate and interact with family, friends, and clients.

Email, texting, and other forms of electronic communication are relatively new. Unlike speaking in person, or talking on the phone, they do not provide a way to relay emotion or expression accurately. What might be meant may not be what is read when emotion is removed. The phrase, “I did not say I did that,” can have many different meanings depending on the inflection being placed on different words. When reading electronic communication, it can be easy to infer a meaning or perceive emotions that just are not there. Then, knowing we all inadvertently do this, we can



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easily break the cycle by reverting back to the basics. When there is the potential for a situation to spiral out of control, pick up the phone, call the other person, and speak to him or her. Often, you will find the situation was not as it seemed, and by making the effort to reach out and establish the personal connection, you have

strengthened the relationship and reduced the chance for miscommunication in the future.

The short-cut approach is a short-cut for a reason: we will often take the path of least resistance. By making the extra effort to give people personalized attention, you will find

better success in any relationship it is applied, and people will naturally be drawn to you. People appreciate genuine attention from others. Take the time to reflect on ways you can improve your relationships through more individualized communication, and be sure to include regular assessments as part of your plan.

# The Final Word

## MARCH ACCOMPLISHMENTS

**I**t was a bit of March Madness at the Metro Chamber last month, as we celebrated milestones with our Vegas Young Professionals and Customer Service Excellence programs, debuted a new leadership development program with the Leadership Foundation of Greater Las Vegas, and created new opportunities for our members to connect. Big things are coming this spring, so be sure to stay tuned as the Chamber continues to roll out programming, benefits, and information to keep you engaged and in the know. In the meanwhile, here are a few things the Chamber did for our members in March:

- Recognized outstanding employees in the Las Vegas Valley at the Customer Service Excellence recognition ceremony, held at City National Area, and honored our Five Star Award winner Jenny Delacruz of Nordstrom, as well as watch the Vegas Golden Knights during a morning practice.
- Heard from Chamber members on preventing ransomware, business succession planning, and balancing work and continuing education during March's Chamber University webinar sessions.
- Made connections and enjoyed a delicious lunch during the Networking Power Lunch at Downtown Summerlin, featuring three of their proud member restaurants, including Fogo de Chao, Lazy Dog & Casa de Matador.
- Celebrated strong, entrepreneurial women on International Women's Day during VYP's Community Conversations: The Future is Female event, which featured owner of The Refined Agency, Lin Jerome; founder of the Downtown Las Vegas Artwalk, Rikka Logan, and managing owner & attorney Leah Martin Law, Leah Martin.
- Launched Access Las Vegas, a two-day immersion program that gives senior-level executives the opportunity to meet and hear from community leaders and learn more about Las Vegas.
- Made connections with new and current Metro Chamber members at the first Business After Hours event of the year, held at Jake & Eli's, inside the newly renovated Westin Las Vegas.
- Discussed Chamber activities and upcoming Chamber projects with Chamber President & CEO Mary Beth Sewald during the Chamber Call.
- Mingled with fellow young professionals as we celebrated 12 years of professional development at the VYP Anniversary Fusion Mixer, inside Siegfried and Roy's Secret Garden & Dolphin Habitat at The Mirage.



- Celebrated member milestones with ribbon cutting ceremonies, including those for Nevada H.A.N.D., Simply Scuba, Golden Entertainment, Nevada Cooler Pad, and Eureka! Restaurant Group.
- Helped to convene hundreds of community members and stakeholders for Southern Nevada Forum meetings on good governance, healthcare, education, and economic development.



# ALLERGY SEASON SURVIVAL GUIDE

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Azelastine SPR (Astepro) 137MCG	30ML	\$81.99	<b>\$29.50</b>	<b>64%</b>
Desloratadine (Claritin) TAB 5MG	30	\$131.83	<b>\$28.35</b>	<b>78%</b>
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